

ORDER



Orders
Order / Rev: 217451
Alt Order #: 06867811
Product Desc: 10/30-11/6 RESTORE OUR FUTURE
Estimate: 598
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/25/12 / 10/25/12
Order Type: REG

WVBT
Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Avenue
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Restore Our Future
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2570/SP271/TO1326/AL2874/MO967

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	12	\$25,600.00	\$21,760.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	12	\$25,600.00	\$21,760.00	0.00
Totals	12	\$25,600.00	\$21,760.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	9%	\$25,600.00
Market	100%	\$284,444.44

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	57%	\$162,133.33
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$65,422.22
WTVZ	0%	\$0.00
WVEC	11%	\$31,288.89

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/30/12	11/02/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	- TWTF - -	:30	4	\$2,000.00	P1	0.00	NM	4	\$8,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -			4			\$2,000.00		0.00			
E 2	WVBT	10/31/12	10/31/12	Wed Prime Other 1 Wed 8-10p	CM	8-10p	- - W - - -	:30	1	\$5,000.00	P1	0.00	NM	1	\$5,000.00

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WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
THE X-FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$5,000.00		0.00			
E 3	WVBT	11/03/12	11/03/12	College Football College Football	CM	College Football (7:30 PM-10:30 PM)	-----S-	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
FOX COLLEGE FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$2,500.00		0.00			
E 4	WVBT	11/04/12	11/04/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	2	\$300.00	P1	0.00	NM	2	\$600.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					2	\$300.00		0.00			
E 5	WVBT	11/04/12	11/04/12	Su 10-1044p Fox News @ 10 Sun	CM	10-1045p	-----S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
SUNDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$2,000.00		0.00			
E 6	WVBT	11/05/12	11/05/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,000.00		0.00			
E 7	WVBT	11/05/12	11/05/12	Mon Hour 1 Mon 8-9p	CM	8-9p	M-----	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
THE X-FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$3,000.00		0.00			
E 8	WVBT	11/05/12	11/05/12	Mon Hour 2 Mon 9-10p	CM	9-10p	M-----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
THE X-FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,500.00		0.00			
													Totals	12	\$25,600.00